

Interactive Customer Comment

ICE continues to be a critical component of USAG Ansbach's overall customer relationship management and feedback system. It is instrumental in communicating perceptions and achieving continuous improvement in support of USAG Ansbach's corporate management strategy and the Secretary of the Army's priority of providing for the well-being of the Army's Soldiers, civilians and their families. The intent of ICE is to facilitate service provider managers' the ability to track customer feedback and improve customer service. Additionally, ICE data will be used to complement the Performance Management Review process and Army Performance Improvement Criteria organizational assessment.

In an effort to enhance the ICE program for USAG Ansbach, we have redesigned the flyers reflecting the use of printed paper cards for those who would like to leave written feedback without using a computer. The paper cards will be loaded manually into the ICE data base by the PAIO. Together the electronic version and the paper cards will improve service to the customers.